



**ATTACHMENT H
COST PROPOSAL**

	TITLE	HOURLY RATE
Account Management	Group Account Director	\$200
	Account Director	\$150
	Account Supervisor	\$95
	Account Executive	\$75
	Jr. Account Executive	\$50
	Account Coordinator	\$35
	Account Planner	\$130
	Asst. Account Planner	\$50
Media	Media Director	\$150
	Assoc. Media Director	\$95
	Media Planner	\$75
	Jr. Media Planner	\$45
	Media Buyer	\$65
	Jr. Media Buyer	\$50
Creative	Creative Director	\$200
	Associate Creative Director	\$150
	Art Director	\$100
	Copywriter	\$100
	Copy Editor	\$75
Digital	Digital Creative Director	\$200
	Digital Producer	\$100
	Digital Specialist	\$75
	Programming Specialist	\$110
Production	Production Manager	\$100
	Production Coordinator	\$45
	Broadcast Producer	\$100
	Print Producer	\$65
	Print Production Specialist	\$90
	Art Buyer	\$70
	Traffic Specialist	\$60
	Project Manager	\$50
	Translator	\$115
Promotions	Promotional Event Planner	\$65
	Promotions Specialist	\$90
Finance	Finance Manager	\$55
	Staff Accountant	\$55
	Billing Coordinator	\$45



Offered Options

Proposers are not required to submit specifications and pricing for Offered Options. However, if any options are offered, the cost or fee shall be listed in this section.

As noted in Section 7.21, we would like to offer instant ticket artwork design.

There is no cost associated with this offer.

While we understand that the Texas Lottery has contracted vendors who concept, develop and produce these games, our offer is simply limited to creative art/design. Should the Texas Lottery accept this portion of our Proposal, TracyLocke would work with your team and vendors to concept ticket artwork based on the terms of the ticket the Texas Lottery sets forth. This offer is limited to games in which TracyLocke builds advertising campaigns; currently 4 to 6 per fiscal year.

With this Offered Option, we believe we could add value to the instant tickets offered in Texas, and this would not cost the Texas Lottery any additional dollars. To ensure no billable hours are spent against these assignments, TracyLocke will open separate non-billable jobs for staff to log their time associated with it.